

EVOLVING FOOD TRENDS

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**A MOWAA Nutrition Section
Certificate Program Workshop**

Presented by

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Objectives

On completion of this workshop, participants will:

- ✓ **Identify food trends occurring today that will likely impact meal programs for older Americans**
- ✓ **Discuss foods and/or changes in eating practices associated with today's food trends**
- ✓ **Identify population segments associated with developing food trends**
- ✓ **Discuss older persons' interest in functional foods**
- ✓ **Identify foods associated with prebiotics, probiotics, and phytochemicals which are food choices for older persons**

Factors "Driving" Today's Food Trends

Changes in Population Demographics

- Aging Baby Boomers – Over 80 million baby boomers in US today (born 1946-1964)
- 57 million persons over age 65 within the next 5 years
- Large numbers of generation "Y" (millennial generation now 68 million strong) (age range from age 15 – age 34 today)



Economic Changes

- Current economic "depression"
 - 33% of consumers believe their economic condition will worsen during the rest of 2011 and continue into 2012
 - 40% believe the economy will fail to improve over the rest of 2011 and continue into 2012



Rising costs of health care

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Factors "Driving" Today's Food Trends

Unprecedented level of culinary sophistication

- Changes in concept of "quality" in food
- Increased understanding of food preparation techniques and alternatives
- 31 million "foodies" in US – mostly older Gen "Y"s



Re-centering of activities around the home

- More interest in home prepared meals – less "eating out" – especially among Gen "Y" (82% ate home cooked meals 3+ nights/week – 2009 report)
- "Re-invention" of food preservation activities



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Factors "Driving" Today's Food Trends

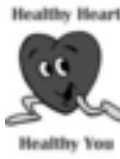
Environmental - Sustainability Concerns

- Freshness (All Ages) – Organic (Gen Y) - Reduce Preservatives (Boomers, Gen X) – Local Foods (Over 65 Group)
- Relationship to current economic conditions
- Concern about carbon footprint



Increasing Interest in Health and Wellness – Taking Health Care Into Their Own Hands

- Obesity – cardiovascular disease – diabetes – Alzheimer's



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Current Food Trends

Some of the current food trends today include:

Increased demand for variety in foods

- Today, meal preparers expecting to put something different on the dinner table every night
- Sharp contrast to families having a repertoire of about 7-9 "standard" dishes for dinner only a few years ago

Appreciation of ethnic foods and varied flavors

- Boomers regularly eat Italian, Mexican, Chinese, Vietnamese, Greek, Soul, Spanish, and Creole Foods



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Current Food Trends

- **Cooking at home again – not just reheating meals**



- **Rapidly rising concern about food safety**

- **Transfer of “sustainability” and “green” food interest from organic to natural and/or humanely raised**



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Appreciation of Ethnic Foods and Varied Flavors

Redefinition of convenience foods – driven by Generation “Y” (ages 15-34 years)

- **Looking for “helpers”, such as spice rubs, simmering sauces, sandwich sauces**
- **Attracted to unusual food forms, flavor profiles tweaked with unexpected or dramatic twists, intense spice levels**
- **Want “interactive eating” with mix-in and add-on’s, layers of flavors/crusts, and fusion of global cuisines**



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Rapidly Rising Concern About Food Safety

Consumer confidence in food safety has plunged

- In 2009, only 23% of consumers were confident the food supply was safer than a year ago
- 58% have changed their buying habits – not buying products with safety and/or quality issues



Consumers overriding safety concerns include:

- Improper food handling (61% of consumers)
- Imported food safety (57%)
- Exposure to foodborne pathogens (55%)
- Unpasteurized foods (54%)
- GMO-containing foods (33%)



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Rapidly Rising Concern About Food Safety

Consumers extremely concerned about safety of products produced outside the U.S.

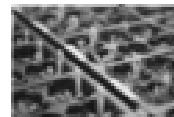
- Particularly food products from China, Southeast Asia, and Mexico.
- Required country-of-origin labeling will likely impact this trend and how consumers purchase



Pesticides, antibiotics, hormones, GMO's and cloned animal/fowl products are significant safety concerns

- Both Yoplait and Dannon eliminated milk from cows injected with rBGH* from their products in 2009

*rBGH = recombinant bovine growth hormone



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Rapidly Rising Concern About Food Safety

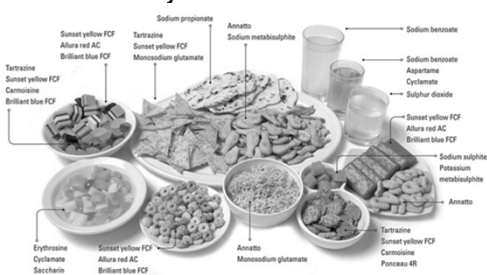
Serious concerns about chemicals, additives, preservatives, and artificial colors in foods are mounting – incorporated in the increasing concern about food safety

- 30% of consumers cite chemicals in foods as the most important food safety issue today – compared with 52% who named bacteria
- 44% say no chemical additives claims are very important – up 7% in 2009 over 2008
- 34% rank no preservatives as very important, up 6% from 2008
- 36% considered antibiotics and hormones used on poultry and livestock to be a serious health hazard, up 9% from 2008
- 25% feel biotechnology and genetically modified organism pose a serious health risk, up 5% from 2008
- 51% are extremely/very concerned about flavor enhancers such as MSG
- 44% are concerned about artificial flavors

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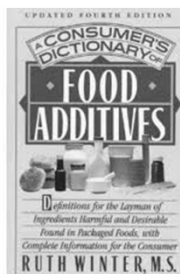
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Serious concerns about chemicals, additives, preservatives, and artificial colors in foods are mounting – incorporated in the increasing concern about food safety



CHEMICALS UNDER THE MICROSCOPE

Additive	Where used	Potential problems
E102 Tartrazine	Sweets, biscuits, mummy peas	Hyperactivity, asthma, rashes
E124 Ponceau 4R	Sweets, biscuits, drinks	Allergy, intolerance
E110 Sunset Yellow	Sweets, drinks, ice cream	Gastric upset, allergy
E122 Carmoisine	Biscuits, jelly, sweets, ready meals	Allergy, intolerance
E104 Quinoline Yellow	Sweets, smoked haddock, pickles	Hyperactivity, asthma, rashes
E129 Allura Red	Salt drinks, cocktail sausages	Some evidence of hypersensitivity
E211 Sodium benzoate	Salt drinks, baked goods, lollies	Hyperactivity, asthma



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Transfer of “Sustainability” and “Green” Food Interest

- Economic pressures have caused growth rates for organics and “green” products to slow
- Consumers are shifting their organic spending to categories that seem more closely tied to freshness or health
- “Natural” claims now have greater appeal than organic
- “Natural” claims are more strongly associated with no artificial flavors/color/preservatives



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Transfer of “Sustainability” and “Green” Food Interest

Interest in organic foods has given way to concern with “humane treatment”

- “Humane Treatment Certified” is a descriptor label somewhat or very important to 40% of consumers

With the decline in consumer interest in “organic”, other terms have come into use and have attracted consumer attention:

- “non-processed”, “real”, “authentic”, “handcrafted”, “free of negative ingredients”

There are legal definitions as to what can be labeled “organic” or “USDA organic”. All other terms are simply marketing efforts to attract consumers



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Transfer of “Sustainability” and “Green” Food Interest

There is a hierarchy of consumer interest in product terms related to sustainability/“green” products

- “Natural” claim – important to 32% of consumers
- Locally grown – important to 23%
- USDA organic – important to 19%
- Organic – important to 15%



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Current Food Trends

Increased interest in the use of locally grown foods.

- Older persons:
 - Link locally grown to freshness
 - Think locally grown foods taste better
 - Believe using locally grown foods benefits local economy
 - Shop at farmers’ markets more than any other age group

Changes in the way consumers spend their food dollars for foods eaten at home

- Increased use of “convenience” foods (healthful foods that are “convenient”)

Increased desire to have choices in foods – to be able to select desired foods and/or food combinations



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Increased Interest in Locally Grown Foods

Related to sustainability and concerns with the carbon foot print of the foods

- Transport distances
- Environmental impact of processing



Related to concerns about food safety

- How foods are grown in some countries – sanitation level of water used
- Use of GMO foods
- Only 30% of consumers are very comfortable with food grown outside of the U.S. – older persons especially uncomfortable
- Food Contamination – spread of foodborne illness through foods such as produce



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Increased Interest in Locally Grown Foods

Related to economic concerns

- Support of local farmers
- Growing and preparing own foods at their homes



More than 43 million households planned to grow their own fruits, vegetables, herbs, and berries in 2009

The reasons:

- Better taste
- Saving money
- Knowing the products are safe



Nearly 60% of consumers have shopped in a farmers' market during this past year

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Increased Demand for Variety in Foods

Accustomed to finding wide variety of foods in stores year round

Accustomed to seeing foods from all parts of the world in the store



Are "adventurous" and willing to try new foods

No longer happy with just the "same old thing" – meat loaf, mashed potatoes and gravy with a side of peas, beans or corn.



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Increased Desire to Have Choices in Foods

Increased variety of available foods and increased variety of flavors leads to increased food options for consumers

Consumers accustomed to choices in dining – at home & at restaurants



Expect to have options and to be able to choose foods they prefer for meals AND how they will be prepared

Expect to have options to choose from in regard to time/place of meal/snack service



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Appeal of Americana

One of the most promising trends anticipated over the next 10 years

- 2/3 of adults say they really enjoy American food

Popular regional Americana foods include:

- Southern – American BBQ – Pacific Northwest – American Spicy/Hot – American Seaboard

Top 10 Americana comfort foods are:

- Chili, Fried Chicken, Ribs, Grilled Cheese, Macaroni & Cheese, Catfish, Waffles, Meatloaf, Chicken Fried Steak
(Good food choices for older persons raised on the “basic 4”)



Current Food Trends

Self-medicating for health and/or eating for health maintenance & disease prevention

- Movement toward the consumption of functional foods
- Interested in prebiotics and probiotics
- High degree of interest in nutraceuticals



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Eating for Health Maintenance and Disease Prevention

The poor economy has repositioned self-care and healthier eating as money saving strategies; an April 2011 report* indicates:

- 33% of consumers plan on self-treating
- more and going to the doctor less in 2011
- Consumers are very concerned about risk factors for disease
 - 68% of baby boomers are concerned about cholesterol; 66% concerned about blood pressure
 - Even 40% of Gen Y consumers are concerned about cholesterol and blood pressure



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Eating for Health Maintenance and Disease Prevention

- In 2010, 63% of consumers made a serious effort to lower their caloric intake; 60% seriously worked to reduce their sugar intake
- Eating small portions for weight loss is now the approach most used for weight control – ahead of exercise and dieting
- Whole grains topped the list of most sought after health claims on packages in 2010; whole wheat bread outsold white bread
- More baby boomers avoid saturated fat than any form of fat



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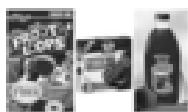
Eating for Health Maintenance and Disease Prevention

Mental Sharpness - #1 wellness concern of older persons (over age 65)

- Heart disease, bone health, cancer, and ability to continue normal activity also major concerns

Baby boomers focused on getting more vitamin D, olive oil, omega-3 fatty acids, and antioxidants than any other age group

- Boomers most likely to be concerned about cholesterol, high blood pressure, aches/pains, joint health, heart health, and diabetes



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Eating for Health Maintenance and Disease Prevention

In 2010,

- 61% of consumers were eating to manage a health condition
- 89% were concerned about the nutritional content of their food – 46% were VERY concerned
- 20% consulted with in-store nutritionists when they were available, although only 6% of stores have a nutritionist in the store.



*Sloan, A.E. (2011, April). Consumer Trends. *Food Technology*, 65(4), 24-40.

*Sloan, A.E. (2010, Feb). Consumer Trends. *Food Technology*, 64(2), 13.

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Eating for Health Maintenance and Disease Prevention

- New interactive graphic and guidelines from the USDA supports eating smaller portions and increased proportion of fruits, vegetables, and whole grains.
- Graphic supports the new 2010 Dietary Guidelines Recommendations



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Eating for Health Maintenance and Disease Prevention

Dietary Guidelines 2010 Selected Messages for Consumers

Balancing Calories

- Enjoy your food, but eat less.
- Avoid oversized portions.

Foods to Increase

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.

Foods to Reduce

- Compare sodium in foods like soup, bread, and frozen meals — and choose the foods with lower numbers.
- Drink water instead of sugary drinks



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Eating for Health Maintenance and Disease Prevention

High cost of prescription drugs and growing concern over the safety of both prescription and over-the-counter drugs has prompted consumers to take health into their own hands



- 66% of consumers made a strong effort or some effort to eat fortified foods in 2008
- Creates a unique window of opportunity for functional foods



Interest in naturally functional foods and whole food nutrition is likely to be one of the strongest health trends for the next 10 years!!!!



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Functional Foods - Definition

Definition:

Functional Foods: Foods that are designed to allow consumers to eat enriched foods close to their natural state, rather than by taking dietary supplements manufactured in liquid or capsule form. Functional foods have been either enriched or fortified to restore the nutrient content in a food back to levels similar to levels before the food was processed, a process called "nutrification".



- Sometimes additional complementary nutrients are added, i.e. vitamin D added to milk.
- Functional food products typically include health claims on their labels touting their benefits, i.e. "Cereal is a significant source of fiber; studies have shown that an increased amount of fiber in one's diet can decrease the risk of certain types of cancer in individuals".

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Functional Foods - Phytochemicals

Definition:

Phytochemicals: Chemical compounds that occur naturally in plants, i.e. beta-carotene.

Term is generally used to refer to those chemicals that **MAY** affect health, but are not yet established as essential nutrients.

- Phytochemicals are present in virtually all of the fruits, vegetables, legumes, and grains people eat; so it is easy to include them in a diet rich in these foods
- Some phytochemicals are available as dietary supplements; however, most evidence suggests that the single supplements are not as beneficial as the foods from which they are derived



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Functional Foods - Phytochemicals

- Popular phytochemical supplements
 - Lycopene - From tomatoes; tested in clinical trials for cardiovascular diseases and prostate cancer
 - Lutein - Tested in clinical trials to maintain visual performance and inhibit macular degeneration and cataracts
 - Zeaxanthin - Tested like lutein
- Phytochemicals may be destroyed or removed from freshly harvested plant foods by modern processing techniques, possible including cooking
- Conversely, lycopene is either unchanged or made more concentrated by processing tomatoes to juice or paste; good levels of bioavailability are maintained

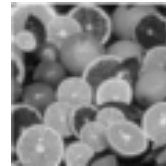


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Functional Foods - Phytochemicals

- In the amounts consumed in a healthy diet, phytochemicals are unlikely to cause any major health problems
- Some people assume that, because phytochemical supplements come from “natural” sources, they must be safe and free from side effects
- However, many supplements, especially when taken in large amounts, have side effects and may interact with some drugs – some interactions may be dangerous



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Functional Foods – Superfruits

Definition:

Superfruits: A marketing term referring to a fruit which combines exceptional nutrient richness and antioxidant quality with appealing taste that can stimulate and retain loyalty for consumer products.

- Juices and fruit blend beverages are popular ways of consuming superfruits – offer convenience and flavor enjoyment
- Popular superfruits today:
 - Açai; Blueberry; Cranberry; Goji (Wolfberry); Red Grape; Mango; Pomegranate; Sea-buckthorn
 - Apples, oranges, tomatoes, strawberries, red raspberries, and blackberries are not commonly mentioned as superfruits although they have excellent nutritional value -- apparently because they are commonly known to consumers and thus lack novelty appeal and have not been marketed as superfruits



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Functional Foods – Prebiotics

Definition:

Prebiotics: Prebiotics are non-digestible food ingredients that stimulate the growth and/or activity of digestive system bacteria which are beneficial to the health of the body.

- Most prevalent forms of prebiotics are nutritionally classified as soluble fiber
- Many forms of dietary fiber exhibit some level of prebiotic effect
- Traditional dietary sources of prebiotics include soybeans and other legumes, raw oats, unrefined wheat and barley, flax, Jerusalem artichoke, jicama, and chicory root, bananas, berries, honey, and onions



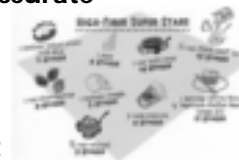
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Functional Foods – Prebiotics

- Need to distinguish between prebiotic substances and the food that contains them
 - References to foods in promotional materials about the food as a “prebiotic” are not accurate
 - No plant or food IS a prebiotic; foods CONTAIN prebiotics to a greater or lesser extent
- Possible Positive Effects of Prebiotics:
 - Possible improvements in calcium and other mineral absorption, immune system effectiveness, bowel PH, and intestinal regularity
 - Possible reduction of colorectal cancer risk, inflammatory bowel disorders (Crohn’s disease and ulcerative colitis), and hypertension



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Functional Foods – Prebiotics



- Prebiotics may be added to some dietary supplements and some processed foods, such as yogurt, drink mixes, and meal-replacement bars
 - Read food labels and check manufacturer web sites to help identify products containing prebiotics, though not all products with naturally occurring prebiotics are labeled that way
- Prebiotic supplements can be sprinkled on your food, stirred into beverages, or taken as capsules or tablets that are swallowed or chewed
- Possible problem with prebiotics:
 - Quick addition of substantial quantities of prebiotics to a person's diet may result in a temporary increase in gas, bloating, or bowel movement (including diarrhea). It has been argued that the chronically low consumption of prebiotic-containing foods in the typical Western diet may exaggerate this effect



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Functional Foods - Probiotics

Definition:

Probiotics: Probiotics are live microorganisms (generally bacteria) that are similar to beneficial microorganisms found in the human gut. They may be called "friendly bacteria" or "good bacteria".

- Probiotics are available to consumers primarily in the form of dietary supplements and foods
- They can be used as complimentary and alternative medicine*
- Consumers use probiotic products to prevent and treat certain illnesses and support general wellness
- There is limited evidence supporting some uses of probiotics; more scientific knowledge is needed, including evidence about their safety and appropriate use

* Complimentary medicine is used together with conventional medicine, and alternative medicine is used in place of conventional medicine.



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Functional Foods - Probiotics

Prebiotics and Probiotics are **NOT** the same

- **Prebiotics are non-digestible nutrients that are used as an energy source by certain beneficial bacteria that naturally live in people's intestines**
- **Probiotics are the beneficial, or friendly, bacteria themselves**
- **When probiotics and prebiotics are mixed together, they form a synbiotic (a supplement that contains both a prebiotic and a probiotic that work together in a symbiotic relationship to improve the "friendly flora" of the human intestine)**



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Functional Foods - Probiotics

- **Probiotics are available in foods and dietary supplements (capsules, tablets, powders)**
- **Examples of foods containing probiotics are yogurt, fermented and unfermented milk, miso, some juices and soy beverages.**
- **Probiotics bacteria most often come from 2 groups:, Lactobacillus or Bifidobacterium. There are different species and different strains within these groups that are used in products.**
- **Research on benefits of probiotics is focusing on the immune system, anti-cancer potential, bowel conditions, and as a therapeutic agent in cases of diarrhea (anti-biotic associated, travelers', and pediatric)**



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Functional Foods - Probiotics



Possible problems with probiotics

- Safety has not been thoroughly studied – especially for young children, the elderly, and people with compromised immune systems
- May cause some gas or bloating, but usually mild
- Might, theoretically, cause infections that need to be treated with antibiotics, especially in people with underlying health conditions – antibiotics may lead to depletion of “friendly” bacteria in the intestines
- May cause unhealthy metabolic activities or over-stimulation of the immune system



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Functional Foods - Nutraceuticals

Definition:

Nutraceutical: It is a food or food product that provides health and medical benefits, including the prevention and treatment of disease.

- The term combines the words “nutrition” and “pharmaceutical”.
- It is a broad, umbrella term used to describe any product derived from food sources that provides extra health benefits in addition to the basic nutrition value found in foods.
- Products typically claim to prevent chronic diseases, improve health, delay the aging process and increase life expectancy
- Nutraceuticals may range from isolated nutrients, dietary supplements, and specific diets to genetically engineered foods, herbal products, and processed foods such as cereals, soups, and beverages



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Functional Foods - Nutraceuticals

- Nutraceutical foods are not subject to the same testing and regulations as pharmaceutical drugs
- Nanotechnology* research is being applied to the potential development of nutraceutical products
- Nearly 2/3 of the U.S. population takes at least one type of nutraceutical health product.
- The use of nutraceuticals as an attempt to accomplish desirable therapeutic outcomes with reduced side effects, as compared with other therapeutic agents, has met with great success
- The aging baby boomer population is likely a major factor in the rapid growth of the nutraceutical market; as the average age of consumers continues to rise the population increases its focus on health and wellness

*Nanotechnology is the engineering of functional systems at the molecular scale.



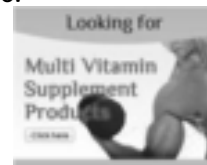
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. Functional Foods - Nutraceuticals

Dietary Supplements are nutraceuticals

- A dietary supplement is a product that contains nutrients derived from food products that are concentrated in liquid or capsule form.
- Dietary supplements do not have to be approved by the U.S. Food & Drug Administration (FDA)
- Although dietary supplements claim to provide health benefits, products usually include a label that says:
 - "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."



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Functional Foods - Nutraceuticals

The bioavailability, (i.e., the "absorption rate" of a supplement product/a nutraceutical) is one of the main challenges in finding effective nutraceutical products

- Bioavailability of nutrients is higher in food eaten in its natural state
- Nutraceuticals with poor absorption rates result in nutrients being disposed from the body without providing any nutritional or medicinal benefit



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Functional Food Trends

REMEMBER –

High cost of prescription drugs and growing concern over the safety of both prescription and over-the-counter drugs has prompted consumers to take health into their own hands

Interest in naturally functional foods and whole food nutrition is likely to be one of the strongest health trends for the next 10 years!!!!



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Functional Food Trends



Today's "do-it-yourself" wellness-focused consumers are turning to functional foods and beverages in record numbers

- 60% of adults bought a functional food in 2009, up from 48% in 2008
- Cereals with a heart-healthy/cholesterol claim (purchased by 53% of consumers) were the most purchased functional foods in 2009, followed by heart-healthy margarines/spreads (44%), fortified yogurt (32%), nutrition bars (29%), prebiotic/probiotic yogurt (20%), and eggs with omega-3 fatty acids (18%)



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Functional Food Trends

Reasons consumers gave for consuming a functional food in 2009:

- To supplement their diet (58%)
- For digestive health (38%)
- For weight loss (36%)
- To address a specific health issue (35%)
- For an energy boost (24%)
- For mental focus (17%)
- To eliminate stress (14%)



Main reasons for non-use of functional foods:

- Felt claims were not believable
- Higher expense of these foods



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Functional Food Trends



Consumers are refocusing on traditional strategies for improving their diet and are seeking choices that are lower in fat, calories, and sodium

- Whole grains was the most sought after package claim
 - Ancient grains continue to gain appeal among consumers
 - Quinoa was the number 1 side dish for 2010, followed by brown rice, buckwheat, barley, and lentils
- Consumers are increasingly attuned to protein, and protein content is now very important
- Fiber, omega-3 fatty acids, vitamins, calcium, and antioxidants are the top 5 ingredients consumers sought in a functional food



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Functional Food Trends



Consumers are looking for functional foods that deliver health benefits by blending foods/drinks naturally high in nutrients and phytochemicals to achieve an end health benefit

- Antioxidants are at the top of desired naturally functional foods
 - 53% of adults bought a food/drink for antioxidants in 2009
 - The American Heart Association does not recommend use of antioxidant vitamin supplements, but consumers continue to strongly associate antioxidants with heart health benefits and to make health linkages with antioxidants and cancer, free radicals, aging, and the skin



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Functional Food Trends

Phytochemicals reached mass market status in 2008



- 80% of consumers believe phytochemicals help with existing health problems
- 74% believe they reduce risk of disease in the long term
- 56% believe they can replace some drugs
- Enhancing bioavailability by mixing phytochemicals is the latest new formulation direction.
- Superfruits are "hot" items – açai, goji berry, mangosteen
- Food/drinks with pulp or real fruit additions (Fruit2Day with "real fruit bits") are another new trend



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Functional Food Trends

Consumers are looking for snacks that go beyond basic nutrition

- Consumers (in 2010) are looking for snacks with no trans fat (57%); are low fat (48%); are low-sugar (44%) and are made with whole-grains as well as being low in sodium and low calorie (43%)
- 62% of consumers are looking for added nutrients in their snacks
- Popular snacks are trail mixes, sugarless gum, dry fruit, and sensible salty snacks



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Functional Food Trends

Use of functional foods/beverages declines with age; however, when they do use them, older consumers tend to consume them more regularly. Older consumers are focused on their health

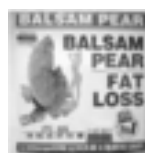
- 41% of persons ages 55-64 and 37% of persons age 65+ used functional foods/drinks in 2009
- Older consumers are twice as likely as the rest of the population to consume omega-3 fatty acid supplements, vitamin E and calcium
- They are heavy users of vitamins C & B-12, B complex vitamins, herbals, and antioxidants
- Reasons consumers age 65+ buy a functional food are:
 - To address a specific health concern (46%)
 - To supplement their diet (41%)
 - Weight loss/digestion (28%)

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Functional Food Trends

- Functional foods most purchased by older persons are:
 - Margarine spreads with heart/cholesterol claims
 - Cereal with cholesterol claims & fortified cereal
- Benefits older consumers are looking for from their purchase of functional foods are:
 - Lowering cholesterol (78%)
 - Immunity (66%)
 - Digestion and lower blood pressure (65%)
 - Maintaining a healthy weight (64%)
 - Promoting healthy blood sugar levels (61%)
- Major health concerns of persons age 50+ are:
 - Retaining mental sharpness
 - Avoiding heart disease
 - Preventing cancer
 - Maintaining bone health/strength
 - Preserving the ability to continue with normal activity



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Functional Food Trends

- 51% are extremely/very concerned about calories from added ingredients in processed foods
- 68% attempt to consume less high fructose corn syrup (HFCS) – sales of HFCS-free products up 28% in 2009
- 80% try to consume fewer added sugars
- 45% are very/extremely concerned about ingesting artificial sweeteners – wariness here continues to grow
 - 62% of consumers who check the ingredient listing on foods look for a description of the sweetener content - % about equal to those who check the fat profile
- Developing issues:
 - Concern over chemicals migrating from packaging
 - Concern with food grown or raised outside of the U.S.



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Functional Food Trends



Consumers are looking for more natural medical solutions, including functional foods – prompted by rising cost of prescription and over-the-counter medications coupled with fear of their side effects

- 84% of consumers believe that functional foods/drinks are very or somewhat helpful in preventing or delaying hypertension
- 83% know that whole grains can benefit their hearts
- 78% are aware of the benefits of B vitamins and heart health
- 25% bought a functional food/beverage for digestive health in 2009
- 20% purchased a prebiotic/probiotic
 - However, consumers are 8 times more likely to associate dietary fiber with digestive health than they are to think of probiotics
- 47% of consumers look for added fiber in functional foods; 15% look for it in functional beverages
- More than 80 million people suffer from arthritis or some form of joint pain – 10% of consumers now look for glucosamine in functional foods – and number expected to grow



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Functional Food Trends



Functional foods and beverages are recognized for their ability to serve as effective life-style aids; as interest in maintaining/improving life-style increases, interest in functional foods/beverages increases

- Energy is second only to taste as a reason for buying a functional beverage
 - Low-calorie, low sugar, sugar free, naturally sweetened, all natural, and long-lasting are key attributes consumers seek in energy beverages
- 47% of functional food/drink users want more products that enhance memory
- 41% want products that improve mental focus
- 62% say functional foods are very effective in preventing/delaying normal age-related memory loss



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Functional Food Trends



- 20% of adults used a functional drink & 14% consumed a functional food to alleviate stress in 2009
 - 52% of consumers associated tea with relieving stress and tension
 - Mood-enhancing foods/beverages are in demand
- 64% of adults want more functional foods that help them to maintain/lose weight
- 54% want products to enhance metabolism
- Meal replacement bars are very popular
 - 58% of consumers eat them as a snack
 - 40% use them as a meal replacement
 - 47% use them after exercise for exercise recovery



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Functional Food Trends

Interest in healthy products – functional foods – is not limited by income level; members of lower income households are also interested in healthy products

➤ **Households with less than \$50,000 annual income reported interest in products:**

- With no trans fats (57%)
- Low in cholesterol (55%)
- Low in calories (46%)
- Lower in fat (48%)
- Lower in sodium (54%)
- That are all natural (48%)
- Lower in sugar (44%)
- Low in carbohydrates (41%)



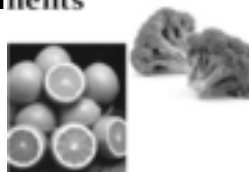
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Functional Food Trends

➤ **Consumers with household incomes of \$30,000 - \$59,000 are just as likely as members of higher income groups to prefer to buy foods/beverages with specific nutritional benefits rather than taking supplements**

- 50% bought an item for antioxidants
- 47% for vitamins/minerals
- 40% for calcium
- 36% for fiber
- 29% for protein
- 26% for omega 3's and omega 6's



➤ **80% of consumers in households with less than \$50,000 annual income have purchased drinks for special nutritional reasons**

- Beverages included orange juice, cranberry juice, green tea, pomegranate juice, red wine, black tea, and yogurt drinks



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Implications for Older Americans' Meal Programs

Older persons are very interested in their health

- ❖ Looking for foods/beverages to help them maintain their current level of health/wellness
- ❖ Looking for foods/beverages that will help them maintain their current lifestyle as long as possible
- ❖ Looking for foods/beverages that will "replace" the use of drugs (both prescription and over-the-counter) for treatment of various illnesses/health problems



Older persons are looking to functional foods & beverages to help them address their health concerns

As programs move to increase choices, functional foods will need to be incorporated into program meal options



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Implications for Older Americans' Meal Programs



Food safety concerns related to the composition of food & beverage products and their packaging will impact the products used by meal programs

- ❖ Both food safety and functional food trends will help support client interest in the use of fresh products, locally produced where possible
- ❖ Programs will need to give serious consideration to the composition of food products they use
- ❖ Programs could join together to "combine forces" to work with food/beverage companies to produce functional products which both meet client needs & interests and are feasible for meal program use



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Implications for Older Americans' Meal Programs



*Meal programs will have to provide **CHOICES** for their clients – choices in menu items; choices in functional foods to meet their particular needs; choices in the form of the functional foods; choices in the time/place clients consume their meals/snacks*

- ❖ It is likely that meal programs will need to change the products that they use for meals and how their meals are produced/packaged/served
- ❖ It is likely that meal costs will change; programs may need to consider how to reallocate their budgets as well as how to source additional program support

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Implications for Older Americans' Meal Programs

Over the next 10 years, baby boomers will become your key clientele



Program success will likely be tied to your ability to adjust to the needs and wants of the baby boomers

Baby boomers have ideas of their own, but they will also be influenced by Generation "Y", many of whom are their children.

Generation "Y", while not your clients, will have an influence on your programs



- ❖ Are roughly 26% of today's total population
- ❖ Many have a close relationship with their parents
- ❖ Already have, and will continue to have, massive spending power to influence the consumer food marketplace (as well as all other aspects of the marketplace)



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Implications for Older Americans' Meal Programs

Your clientele is going to want:

- ❖ Choices in the foods served to them, including choices in how the foods are prepared
- ❖ "Flavor" in their foods – use of multiple spices and herbs in food preparation
- ❖ Inclusion of foods of multiple ethnic origins – likely both in their traditional form and as a fusion of flavors, foods, and preparation techniques to form new foods
- ❖ Lower sodium content in foods – replacement of salt with other spices and herbs
- ❖ Use of fresh, locally grown foods in your meal preparation



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Implications for Older Americans' Meal Programs

Your clientele is going to want:

- ❖ Quality Food – "mushy", overcooked food served unattractively will not be acceptable
 - ❖ Clientele will know how to cook – accustomed to cooking quality food in their homes
 - ❖ Clientele will have culinary experience and understand quality in food preparation
- ❖ Variety in foods - will need to use many different foods prepared in multiple ways
- ❖ Choices in service – when/where meals are served



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Implications for Older Americans' Meal Programs

Your clientele is going to be concerned about:

- ❖ **The environment and sustainability**
 - ❖ Reducing the carbon footprint of your program
 - ❖ Use of local foods whenever possible
 - ❖ Use of foods in season
 - ❖ Use of foods with limited processing
 - ❖ Use of humanely produced and/or organic foods
- ❖ **Food Safety**
 - ❖ Country of origin of your foods
 - ❖ Current issues regarding the safety of food products
 - ❖ Your program procedures to ensure the safety of the foods you serve to them
 - ❖ Food safety training/practices of your program personnel



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Implications for Older Americans' Meal Programs

Your clientele is going to be concerned about what your food is going to do for their health and wellness

- ❖ The nutritional value of your food will become increasingly important
- ❖ Clients may be asking for foods oriented toward their specific health and wellness concerns
- ❖ Clients will likely want to see functional foods regularly incorporated into your menu options (remember the need to offer choices)
- ❖ Client concern about nutrition will be related to their expectations regarding food preparation techniques



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SUMMARY

- Times are changing. Tomorrow's meal programs are going to be shaped by the food trends of today
- Food trends and client expectations are going to be driven by the aging baby boomers and their children – the huge population cohort formed by generation "Y" that will have a significant influence on the market place and product development as well as on their parent's and their perception of and use of products in the market place



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QUESTIONS????



**THANK YOU FOR YOUR
ATTENTION!!**

For any further questions or comments, you can contact me directly
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